

# The City of Ramsey



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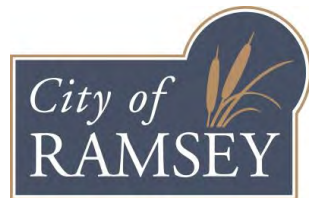
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## Prepared in Collaboration with

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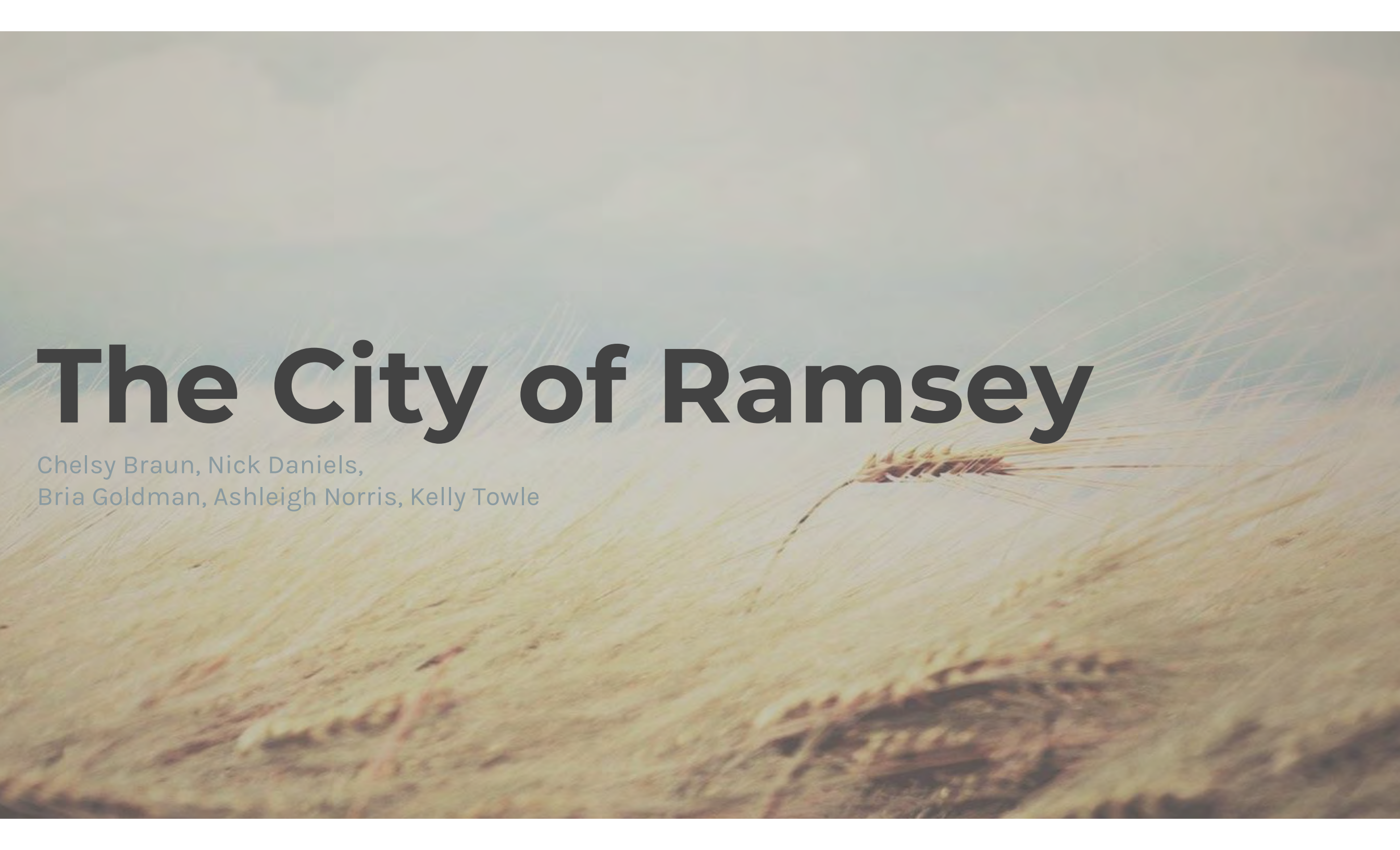
Web site: <http://www.rcp.umn.edu>

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# The City of Ramsey

Chelsy Braun, Nick Daniels,  
Bria Goldman, Ashleigh Norris, Kelly Towle

# **We had 5 Big Jobs to Do:**

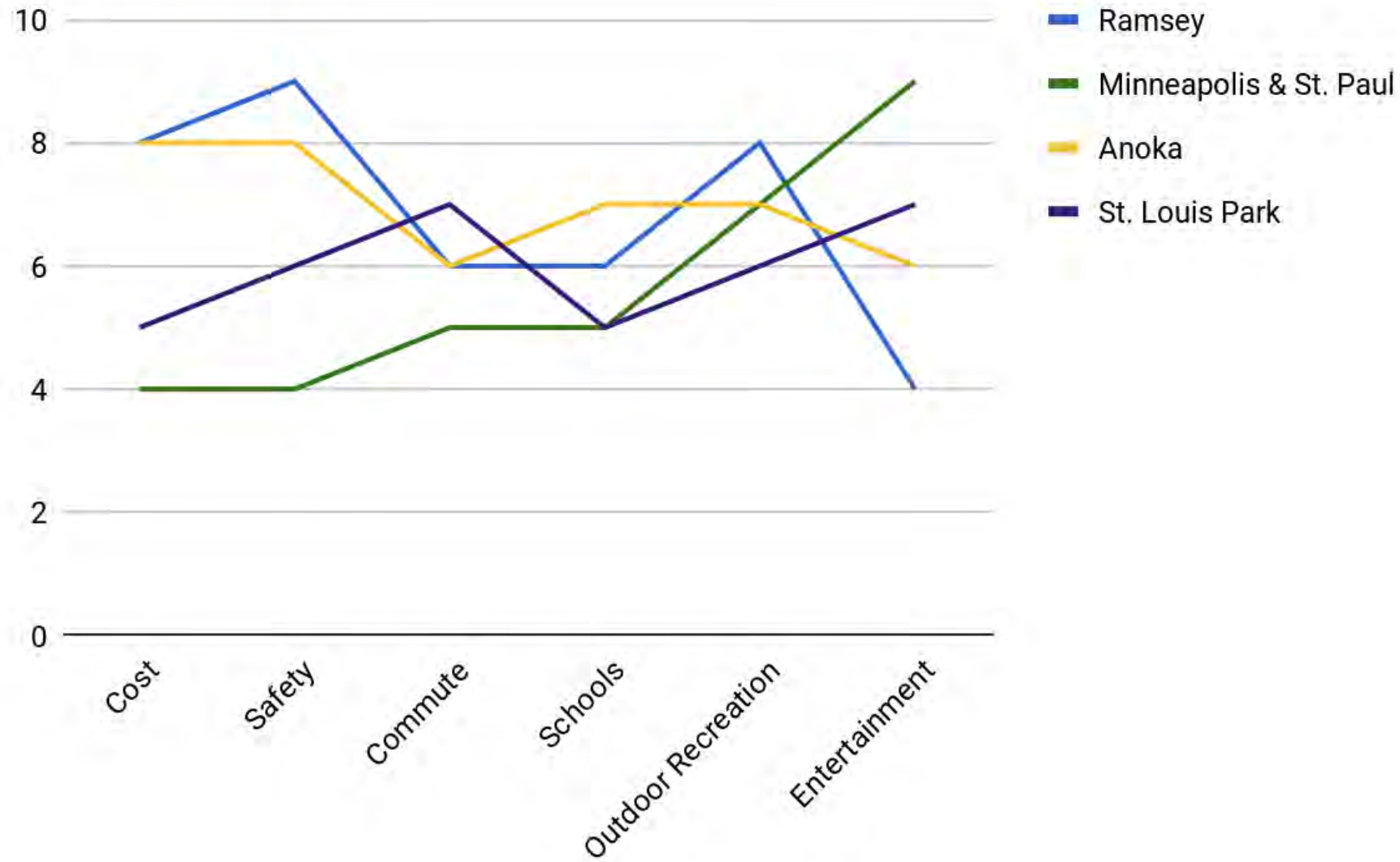
1. Increase awareness of the City of Ramsey
2. Create a unique identity for Ramsey that is differentiated and ownable
3. Create relevancy for Young Families looking to settle in
4. Create relevancy for Employers looking to set up shop
5. Connect with Longtime Ramsey Residents

## **These Boil Down to 2 Major Themes:**

1. Education – what are the unique qualities that make Ramsey different from other cities in the consideration set?
2. Connection – create personal relevance and emotional ties to the City of Ramsey with both current & future residents.



# Competitive Analysis



## Key Strengths

1. Safety
2. Affordability
3. Outdoor Recreation

A dark, artistic photograph of a family picnic on grass. A person's legs and arms are visible, along with a dog's head and a pair of sneakers. The scene is dimly lit, creating a moody atmosphere.

OUR TARGET AUDIENCE:

# People who value room to grow.

Young families looking for a place to grow, employers looking to set up shop, and longtime residents who value their space.



# Research Insights

What are some of the reasons you like living in Ramsey?

“Has somewhat of a rural, wilderness feel while still close to the metro area. Still have **privacy without being isolated.**”

“Location is **close enough** to the Minneapolis area but still “outside” of the cities.”

“Simplicity, small town feel with access to other cities to “do things,” **parks, open space, family**”



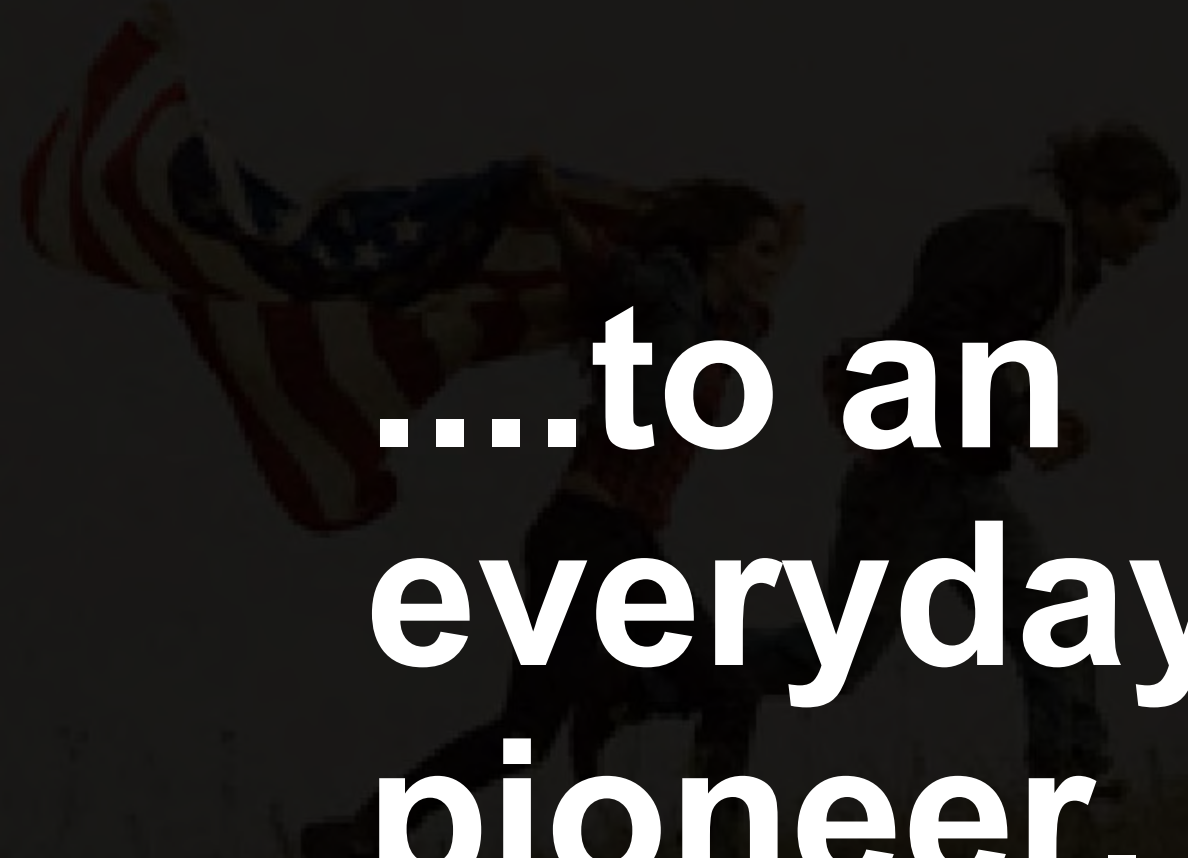


A low-angle, dark photograph of two hikers walking away from the camera on a dirt path through tall, golden-brown grass. The hiker in the foreground is wearing a backpack and light-colored shorts, with their legs and feet in motion. The second hiker is slightly behind and to the right. The background is a soft, hazy landscape under a pale sky. The overall mood is adventurous and serene.

OUR BRAND STRATEGY:

**Close enough – but far  
enough.**

**From a  
regular  
guy/gal...**

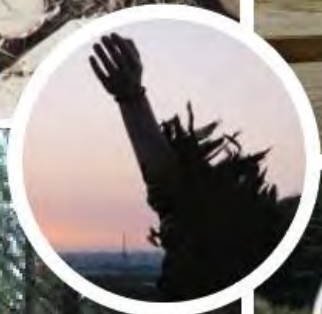
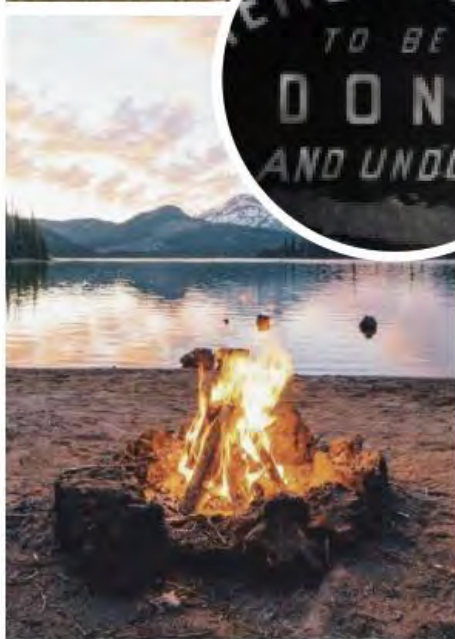
A person in a superhero costume with a cape that features the American flag is running. The image is dark and serves as a background for the text.

**....to an  
everyday  
pioneer.**





HERE'S WORK  
TO BE  
DONE  
AND UNDONE



GO FORTH





## Campaign Strategy

# People who value room to grow

### Young Families

Room to grow their family.

### Employers

Room to set up their business.


### Residents

Value their space to grow.


# Young Families

Goals for this audience	What themes will speak to them?	How to reach them
<b>Awareness:</b> know Ramsey exists as an option for their first home  <b>Education:</b> understand the benefits of living in Ramsey	Space  Safety  Affordability  Outdoors  Quality of schools	Highway 10 Signage  Partner with Realtors  Advertise Events: GameFair & Happy Days  Social Media Ads


# Social Media Ads



**City of Ramsey**  
Sponsored

 Like Page

Looking for your first home? Ramsey gives your family room to grow.






**Dream Home**

- ✓ Affordable
- ✓ Safe Community
- ✓ Close Enough But Far Enough


**Discover Ramsey**  
A growing metro community


VISIT US TODAY!


Learn More

 214

17 Comments 3 Shares

 Like

 Comment

 Share



# Employers

Goals for this audience	What themes will speak to them?	How to reach them
<p><b>Awareness:</b> know Ramsey exists as an option for starting up or expanding their business</p> <p><b>Education:</b> understand the benefits of having a business in Ramsey</p>	<p>Growing Community</p> <p>Space</p> <p>Affordability</p> <p>Location</p>	<p>Work with MN Chamber of Commerce to advertise</p> <p>Ramp up commercial real estate advertising</p> <p>Have current Ramsey employers provide testimonies</p> <p>Profile features in business publications</p>

# Employer Testimonials - full page ad



Located just 30 minutes northwest of Minneapolis and St. Paul, Ramsey has a wealth of commercial opportunities.

**Learn more at [ci.ramsey.mn.us](http://ci.ramsey.mn.us)**

“Growing my business in Ramsey is one of the best decisions I have made. The people here value hard work and perseverance.

**Where else can you find a city with an entrepreneurial spirit rivaling your own?”**

-John Smith, Owner, ABC Construction

# Current Residents

Goals for this audience	What themes will speak to them?	How to reach them
<p><b>Emotional Bond:</b> feel a strong connection to their home community</p> <p><b>Loyalty:</b> have a desire to stay living in Ramsey, and share their love of Ramsey with friends</p>	<p>Space</p> <p>Privacy</p> <p>Outdoors</p> <p>Community</p> <p>Everybody knows your name</p>	<p>Owned channels- newsletter, social media</p> <p>Community events not centered around the COR. Make them more about Ramsey.</p> <p>Unify city events under one brand voice &amp; visual system</p>



# Community Events

Join us for Ramsey's annual  
**HAPPY DAYS  
PARADE**

**We built our city together. Let's celebrate it!**

**September 8, 2018 | Sunwood Drive**



# Key Takeaways

1. Focus messaging around **education & connection**.
2. Reach prospective business owners and future residents at different points of the customer journey to keep Ramsey **top of mind**.
3. Bolster open lines of communication with current residents to **ensure inclusion in Ramsey's future**.
4. Use the Pioneer brand archetype to create a **consistent visual identity** for the city.

# Appendix



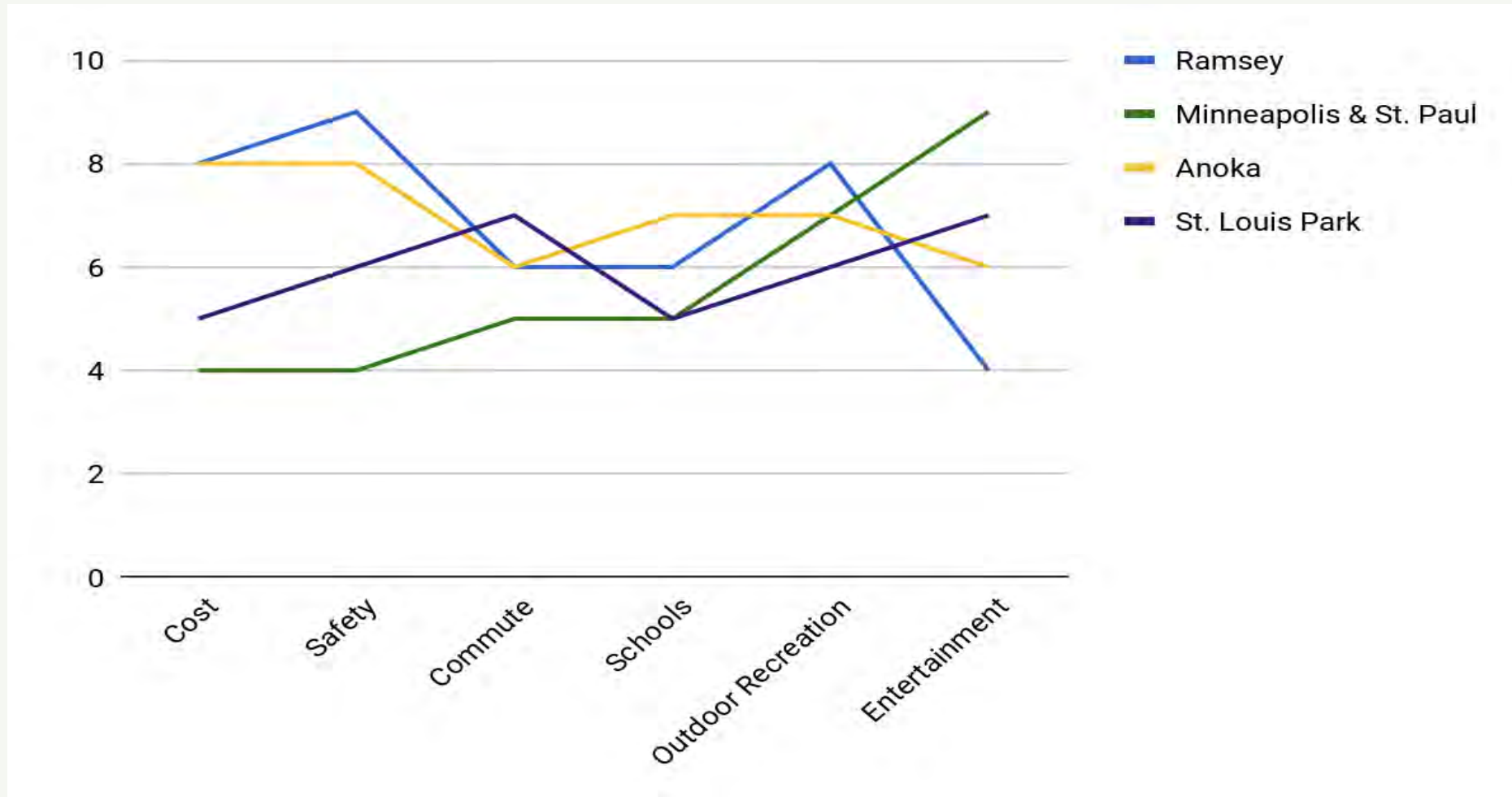
# Part A: Tools

# SWOT Analysis

<p><i>Strengths</i></p> <ul style="list-style-type: none"><li>• Outdoor recreation: rivers, hiking/biking trails, parks, golf courses, etc.</li><li>• Safe/family friendly</li><li>• Affordable housing</li><li>• Availability of land</li><li>• Good school district</li><li>• Proximity to Twin Cities but also cabin country</li></ul>	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"><li>• Ramsey does not have a distinct brand image</li><li>• Low brand awareness</li><li>• Overall image of city (especially highway corridors)</li><li>• Lacking vibrant downtown/commercial area</li><li>• Limited shopping opportunities</li></ul>
<p><i>Opportunities</i></p> <ul style="list-style-type: none"><li>• Build &amp; leverage the close-knit community</li><li>• Improve city communication</li><li>• Define unique brand positioning</li><li>• Drive brand awareness</li><li>• Update signage for consistency throughout city</li><li>• Recreation plan/inventory</li></ul>	<p><i>Threats</i></p> <ul style="list-style-type: none"><li>• Ability to differentiate from Ramsey County/Anoka</li><li>• Competing ideals from residents of what Ramsey should be as a city</li><li>• Mistrust of city leadership could result in negative portrayals of Ramsey</li></ul>

*A SWOT analysis assesses internal strengths and weaknesses and external opportunities and threats.*

# Competitive Analysis



The graph above seeks to identify Ramsey's strengths in comparison to other communities in the metro by rating it across a number of important factors that potential residents and business owners consider when looking to relocate.

# Brand Genesis



*A brand genesis is meant to identify a strategic positioning opportunity for brands to distinguish themselves from others. While there are many categories to consider, we focused on insights in relation to brand (what feelings/emotions characterize the City of Ramsey?), culture (what do people in Ramsey enjoy doing?), market (how is Ramsey thought of in relation to other communities?), and target (what do people in Ramsey value?).*



# The Pioneer Archetype

## Reference

Archetypes in Branding: A Toolkit for Creatives and Strategists  
Margaret Hartwell and Joshua C. Chen  
HOW Books, 2012

In relation to branding, an archetype is a persona that an entity or organization embodies that calls to mind a set of associations and/or distinct images for audiences.

Archetype

# PIONEER

**"What do dreams know of boundaries?"**  
—AMELIA EARHART

The Pioneer is a groundbreaker able to courageously leave behind the known for the promise of what might be. The journey into the unknown requires enthusiasm, tenacity, a certain conviction, vision and sense of adventure. Pioneers like to be first—the first to market or the first to discover a new technology, concept or art form. Characterized by innovation, this archetype creates the path rather than looks for it. The Pioneer has an adventurous spirit that represents birth and growth in undiscovered realms.

The expression of the pioneering archetype can range broadly, from the desire to reform and civilize to the desire to simply discover and look for that which has not yet been seen in quite the same way. But the outward manifestations are less important than the values that underpin the Pioneer's behavior. At the core of this archetype is the pull for new territory.

The Pioneer requires action for anything that is new, and like others in this family, the discovery and action may take place internally or externally. Possessing a potent zest for life, the Pioneer exudes energy, faith and creative potential. This archetype needs to create and share that which has not been created before.



ARCHETYPAL FAMILY	ADVENTURER EXPLORER GENERALIST <b>PIONEER</b> SEEKER	FAMILY SYMBOL	
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STRENGTHS	Passion for trailblazing and taking initiative. Innovation. Enthusiasm and drive.
CHALLENGES	Not finishing what's been started. Compulsion for something new. Righteousness. Tendency toward burnout. Overperformance.

CHAPTER FIVE

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Every Archetype Creates Meaning

# The Pioneer Archetype Brought to Life

## **Motto:**

Any archetype can be hard working, dedicated and tough, but these are a qualities that pioneers are known for. To have a pioneering spirit is to have “**a willingness to endure hardship in order to explore new places or try out new things**” (Collins Dictionary).

## **Voice:**

Independent, but with a strong sense of community.  
Hardworking, but knows how to relax.  
Simple, but purposeful.

## **Visual Heuristics:**

Trailblazers, rustic, americana, authentic.

*When thinking about how to apply the Pioneer archetype, these are the elements that we felt defined the City of Ramsey and its residents.*

# Proposed Evaluation Methods

- Survey of residents to measure education and connection based on messaging
- Track attendance at community organized events
- Measure social media analytics from targeted campaigns
- Track inquiries in regards to commercial real estate opportunities
- Work with publishers to gauge ad impressions

*The methods listed above are ways to measure the effectiveness of both our overall campaign and specific tactics.*

# Part B: Interviews

(selected excerpts)



# Interview 1: Ramsey Resident

## **What are some of the reasons you like living in Ramsey?**

Location is close enough to the Minneapolis area but still “outside” of the Cities. Cost of living is less, affordable.

## **What do you think are important values of the residents of Ramsey?**

Simplicity, small-town feel with access to other cities to “do things;” parks, open space, family.

## **What are some things you may not like about living in Ramsey that could be improved?**

As the city develops, it’s important to maintain the roots of a “rural” environment but needs to get up-to-speed on conveniences and opportunities for families to “stay” in their city to do things...We are really “unknown” and not a destination.

## **What are some of the reasons you think someone would move to Ramsey?**

Affordability, close enough to Minneapolis but you can get away from that as well. Small- town feel. There is green space in Ramsey..

## **How long have you lived in Ramsey?**

25 years

# Interview 2: Ramsey Resident

## **What are some of the reasons you like living in Ramsey?**

Has somewhat of a rural, wilderness feel while still close to the metro area. Still have privacy without being isolated. Great parks and walking/biking trails, easy access to Rum River for boating, kayaking, fishing, etc.

## **What do you think are important values of the residents of Ramsey?**

Friendly and helpful community

## **What do you think other people outside of Ramsey think about Ramsey?**

It's so far away from the metro area, it's Anoka's younger sibling, and there's not enough to do (shopping, dining, entertainment).

## **What are some of the reasons you think someone would move to Ramsey?**

Less congestion/privacy, the public school system is really great, ease of access via highway 10 and Northstar rail to metro areas, and the lower cost of housing.

## **How long have you lived in Ramsey?**

Since February of 2001.

# Interview 3: Republican Party Staffer, Anoka County

## **What work have you done in the city of Ramsey?**

Worked with Congressman Tom Emmer for three years and with city and state legislators and some constituents, mostly during campaigns, including a booth at the Game Fair, which is very important to the people of Ramsey. It's like a miniature State Fair; people are proud of it...It's their thing.

## **What would you say are the priorities of Ramsey citizens? What are the most important issues in the city?**

Value frugality; people don't like spending money on things that they don't use...The whole area is growing. People want things to stay the same - but the city government acknowledges that the city is growing and is trying to accommodate that growth.

## **What do Ramsey residents like best about their city? What do they like least?**

People like Ramsey because it's theirs - that's why residents don't like the change, because to a degree, all of us resist change. Some people like that there isn't stuff there - other than churches and a couple bars.

## **What do long-term residents of Ramsey think of the direction their city is going in?**

They feel like their town is changing, and they're saying, "This is our town, this is how it should be, (like it currently is); why are you changing it?"